THE LEADING EVENT FOR BROADBAND SYSTEMS OPERATORS

SEPTEMBER 27 - 30
Marriott Marquis
Houston, Texas

SPONSORSHIP PROSPECTUS
January 2021
Thank you for your interest in the 2021 Broadband Communities Summit

The Broadband Communities Summit is the leading event for community leaders, multifamily property owners and network builders and deployers interested in the building, managing, marketing and monetizing of high-speed broadband technologies and services. It is focused on the successful delivery of high-speed broadband networks to communities – from multifamily properties to ultra-connected master-planned developments to the city or town where you live. The Summit’s extraordinary program offers cutting-edge presentations by outstanding speakers with a finger on the pulse of what’s new and what’s coming, what works and what doesn’t. From the first day of the Summit to the last, our goal is to send you home with information you can put to immediate use.

No One Covers It Like We Do!

- Unique opportunity to network with community leaders, multifamily property owners and network builders and deployers
- Extensive 3-day multitrack agenda plus six free workshops, packed with insights from the leading players in the market
- Expanded program addressing the booming Multifamily Housing segment
- Exclusive closed-door sharing session in Owners’ forums
- Insight into evolving business models – identify your next opportunity and keep ahead of your competition
- Special track dedicated to Rural Broadband with special emphasis on funding sources
- Economic Development Track featuring case studies, expert advice and strategies for using your broadband to create jobs and attract and keep businesses
- Build your Action Plan for Local Internet Choice at the CLIC Summit
Look Who You’ll Meet at the Summit

Overview of the 2020 Summit

“There are few conferences that focus so intently on multifamily technology and attract some of the most knowledgeable and influential minds in the industry. It is a fabulous format to network with peers, gain new insights into technological advances and get a glimpse of what’s to come. It is a must attend event.”

– Steve Sadler, Director, Resident Technology Services, Real Page, Inc.

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Unique Opportunity to Network with Broadband Systems Operators* 52%
*Includes Telcos - Private, CLECs, ILECs; Cable Operators; Wireless Broadband Operators, Property Managers, Developers, Owners, REITs, Universities, Colleges

Equipment Manufacturers, Suppliers, Distributors 17%

Consultants, Contractors 13%

Government/Legal 9%

System Installers, Service Providers 6%

Financial Advisers, Institutions, Investors 3%

Corporate Management 35%

Sales & Marketing 35%

Professionals/Attorneys/Government Officials 11%

System Management 8%

Consultants 7%

Engineers/Technicians/Installers 3%
As a Summit exhibitor or sponsor, you have exclusive exhibit hours and multiple networking opportunities PLUS the entire BBC staff standing ready to helping you:

- Meet leads, **expand your customer base** and close sales
- Showcase new products and services and highlight new solutions to a captive crowd
- Take advantage of **face-to-face marketing** opportunities on the exhibit floor
- Seize the **opportunity to learn** what’s happening in the industry, including what your competition is doing
- Experience a great way to receive **real-time feedback** on your products and services from attendees
- **Enhance your relationship** with existing clients and partnering companies
- Confirm that you are a **serious player** in the industry
- Build your **brand** within the industry
- Build lasting **relationships** within the industry

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**2020 SPONSORS**
SPONSORSHIP PACKAGES
For more information or customized packages, contact Irene Prescott at irene@bbcmag.com or 505-867-3299.

TITLE SPONSORSHIPS

OFFICIAL CORPORATE HOST
The Corporate Host is a key partner who will collaborate in the planning, positioning, and marketing of the conference. Most importantly, this sponsor will be in a unique position to take advantage of every benefit the event has to offer. This package is specifically designed and customized to help the Official Corporate Host achieve a maximum ROI. (Complete details available upon request)

Cost
Corporate Host Sponsorship $95,000
Corporate Host Sponsorship with Tuesday Reception $125,000

DIAMOND SPONSOR
Top-level sponsor with outstanding visibility and a choice of customized activities.

Cost
Diamond Sponsorship $85,000

PLATINUM SPONSOR
Top-level sponsor with extensive benefits including sponsorship of a major event.

Cost
Platinum Sponsorship $75,000

ENHANCED GOLD SPONSOR
Includes all the benefits of a Gold Sponsorship plus additional benefits, added complimentary registrations, and special customization as per client’s request.

Cost
With Double Booth $24,000
With Single Booth $17,000
Without Booth $16,000

GOLD SPONSOR
- Featured placement of company logo and description on major mailings and emails
- Featured placement of company logo on major magazine ads and gatefolds
- Special high-visibility signage at Summit
- Logo and link prominently displayed on BBC website promoting sponsorship
- 7 complimentary full registrations for staff and VIP guests
- 10’ x 10’ display space – premium location!
- One-page ad in the Program Guide
- Inclusion of company literature in tote bag
- Gold Sponsor medallions in electronic and print format for use on your websites, ads, emails, and other high-impact communications
- One or more emails sent to full conference and prospect list showcasing company logo with concise message
- Special discounted pricing for tie-ins with function sponsorships
- First option for Gold Sponsorship for 2021

Cost
With Single Booth $16,000

“We have announced that Salisbury/Fibrant is entering a P3 lease agreement [for a FTTP network]. The reason? I came to your conferences, met people, got a consultant engaged, dragged our city manager to your conference, and started the ball rolling.”
– David Post, Mayor Pro Tem, Salisbury, N.C.
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TITLE SPONSORSHIPS

SPECIAL EVENT SPONSOR
This is a customized program tailored to the needs of the sponsor. Benefits include activities and events specifically designed for the sponsor’s clients and the use of the Summit as a venue to reach potential clients.

- Prominent placement of company logo in major mailings and emails
- Logo and link prominently displayed on BBC website acknowledging sponsorship

Cost
Customized Based on Event TBA

SILVER SPONSORS
- Placement of company logo and description on major mailings and emails
- 10’ x 10’ display space – prime location!
- Logo and link prominently displayed on BBC website promoting sponsorship
- 4 complimentary full registrations for staff and VIP guests
- One-page ad in the Program Guide
- First option for Silver Sponsorship for 2021

Cost
With Single Booth $14,000

“The Multifamily program at Broadband Communities has proven year after year to be the best event in our industry to learn more about applications of new technologies as well as networking with our peers and customers and celebrating the many success stories of so many of the broadband providers in our market.”

– Bryan Rader, President, UpStream Network
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FUNCTION SPONSORSHIPS
First Day Sponsorships – Tuesday, September 28

CONTINENTAL BREAKFAST
Kick-Start The Day – And Your Brand – Get everyone off to a high-powered start while you kick-start awareness of your company and brand. Let us put our imaginative signage, promotional skills, and visibility-building expertise to work on your behalf. This is one important meal you won’t want to skip. Cost of breakfast included in package.

• 2 complimentary registrations
• Extensive placement of company logo on all marketing materials
• Signage promoting sponsorship at event and throughout conference area
• Company logo and direct banner link on BBC website

Cost
Continental Breakfast $5,500

TUESDAY LUNCH
Extend A Welcome – Capitalize on the lasting power of first impressions. As sponsor of the lunch for enthusiastic, newly arrived attendees, you will make your brand the first dish and the main offering of the occasion. Lunch is for all attendees, served in the foyer outside meeting rooms.

Cost
Tuesday Lunch $10,500
Tuesday Breakfast/Lunch Combo $14,500

TUESDAY BREAK
Inaugurate The Exhibit Hall – This event has great new promotional possibilities for positioning your brand in front of attendees as they flock to the opening of exhibits. Our extensive signage, video displays of your logo and message, and elegant printed flyers highlighting the break (and distributed to every attendee) will create excitement and heighten awareness at this new, expanded, turbo-charged opportunity. Plus, you will receive ongoing visibility in print and online as an event sponsor months before the event.

Cost
Tuesday Break $5,500

OPENING NIGHT RECEPTION PARTY
Host A Guaranteed Success – Excellent food and drink, great networking. A smash hit at 2019’s Summit. Benefits to Sponsor include recognition and prominent placement of your logo in all print and online marketing materials, plus:

• A two-hour reception, held on Tuesday night, kicking off the conference
• Theme to be selected between both the sponsor and BBC team. Examples from the past have been such themes as a luau, country and western, Mardi Gras, Cinco de Mayo, “It’s 5 O’Clock Somewhere” which was a Jimmy Buffet style event and in 2019 we hosted a “Boots and Bling” party.
• 50 drink tickets for Corporate Host to give to clients, featuring a “themed drink” of the evening
• Hors d’oeuvres or themed food selection and open bar serving beer and wine
• Attractive signage near bar setups noting “Beer and Wine Compliments of Corporate Host”
• Multiple signs highlighting sponsorship throughout venue
• Extensive promotional support including email blasts, on-site emails and company logo and banner link on bbcmag.com
• Live entertainment such as a band and other activities for attendees. BBC will work with sponsor on what type of entertainment should be secured.

Cost
Opening Night Reception $40,000

For more information or customized packages, contact Irene Prescott at irene@bbcmag.com or 505-867-3299.
FUNCTION SPONSORSHIPS
Second Day Sponsorships – Wednesday, September 29

CONTINENTAL BREAKFAST
Kick-Start The Day – And Your Brand – Get everyone off to a high-powered start while you kick-start awareness of your company and brand. Let us put our imaginative signage, promotional skills, and visibility-building expertise to work on your behalf. This is one important meal you won’t want to skip. Cost of breakfast included in package.

- 2 complimentary registrations
- Extensive placement of company logo on all marketing materials
- Signage promoting sponsorship at event and throughout conference area
- Company logo and direct banner link on BBC website

Cost
Continental Breakfast $5,500

KEYNOTE AWARDS LUNCHEON
Take Center Stage At This Event – Your brand is onstage and in the public eye from start to finish of this exciting production, our annual Cornerstone Awards ceremony. Our huge screens display your logo and your messaging, complete with exciting graphics, on numerous occasions from sit-down to dessert.

Cost
Keynote Awards Luncheon $40,000

WEDNESDAY BREAK
Refresh Their Awareness – This event has new, expanded promotional possibilities for making an impact on attendees. As an event sponsor, you’ll start making an impact on attendees in print and online long before they begin enjoying your delicious snacks. We’ve also added extensive signage, video displays of your logo and message, and elegant printed flyers highlighting the break (and distributed to every attendee). It all adds up to greatly heightened awareness for your brand.

Cost
Wednesday PM Break $5,500

EXHIBIT HALL COCKTAIL RECEPTION
Host This Convivial Gathering – You’ll be remembered as the host of this always appreciated get-together. After a day of sessions, attendees are in a festive and receptive mood. The two evening receptions are memorable high points of the Summit, providing you the sponsor with multiple opportunities before, during, and after the conference to communicate, to shape events, and to stay at the center of the action. Prominent and extensive signage assures your brand gets imprinted on all.

Cost
Exhibit Hall Cocktail Reception $34,000

For more information or customized packages, contact Irene Prescott at irene@bbcmag.com or 505-867-3299.
FUNCTION SPONSORSHIPS
Third Day Sponsorships – Thursday, September 30

CONTINENTAL BREAKFAST
Serve Up A Customized Spread – As an event sponsor you will be a major beneficiary of our pre-show promotional activities leading up to this event – in print, online, in our Summit videos, and in material distributed at the event in the attendee tote bags as well as on the preceding day. This sponsorship also includes a sponsorship of a Thursday morning session. Includes continental breakfast and beverages the morning of the 3rd day of the conference.

- 2 complimentary registrations
- Recognition of sponsorship and prominent placement of company logo on all mailings and emails
- Signage promoting sponsorship at breakfast and around conference area
- Company logo and direct banner link on our website

Cost
Continent Breakfeast $4,500

THURSDAY BREAKFAST AND LUNCHEON COMBINATION
A Non-Stop Lasting Impression – Keep your brand visible all day. Combine sponsoring breakfast with lunch and save $1,000 for sponsoring both events.

Cost
Thursday Combo $12,600

WORKING LUNCH
Here's an exceptional opportunity to have a powerful impact as a sponsor of an exciting general session and working lunch. Attendees will dine on box lunches and as a sponsor you will have extensive signage, the opportunity to project slides with your branding as welcome messages, as well as being introduced as the sponsor of the luncheon.

- 3 complimentary full registrations
- Recognition of sponsorship and prominent placement of company logo on all mailings and emails
- Signage promoting sponsorship at luncheon and around conference area
- Company logo and direct banner link on our website
- Customized branding opportunities available

Cost
Working Lunch $9,500

“The conference grows each year, and the projects are more ‘shovel-ready’ now and not just concepts as community networks proliferate.”

– Sean Dundon
Director - Business Development
VETRO FiberMap
ENHANCED PROMOTIONS

The Broadband Communities Summit offers a wide variety of promotional opportunities for show sponsors and exhibitors designed to maximize exposure and heighten awareness of their company at the event.

**ULTRA-CUSTOMIZED PROGRAM GUIDE**
Promote your brand in a personalized publication. Our magazine quality Program Guide comes with a cover wrap on heavy, elegant paper stock just for your use.

| Cost     | Program Guide                  | $12,000 |

**MOBILE APP**
Be the social media platform of the conference. Promote your brand in personalized ads on the mobile app. You’ll be the source of how attendees communicate with each other and stay informed on what’s happening at the conference.

| Cost     | Mobile App                      | $8,500  |

**FOYER DISPLAY BOARDS/SPONSOR BRANDED**
Make a big impression on all attendees every day throughout the conference. Sponsor up to 7 tall display boards that will line up in a heavily trafficked area of the conference. Your branding and your message.

| Cost     | Foyer Display                   | $12,000 |

**STYLISH ATTENDEE TOTE BAGS**
Make your brand omnipresent. Outfit every attendee with a new high-quality bag. Sponsor may place press kits or other printed matter in bags. Cost of bags included in price. These beautiful bags are keepers.

| Cost     | Tote Bags                       | $9,500  |

**INDISPENSABLE REGISTRATION PENS**
The write choice. Attendees will see your name all during the event and long after, every time they use these handsome, gleaming pens. 1,000 pens, supplied by Sponsor, placed at the registration desk and handed to all attendees. Leave an indelible impression.

| Cost     | Registration Pens               | $2,500  |

**AD INSERTS**
10 available – Take the fast track to high exposure. Get a 4-color, full-page ad in our magnificent Program Guide simply by placing your order when you sign up as a sponsor or exhibitor. What could be simpler!

| Cost     | Ad Insert                       | $1,000  |

“What a great conference. All our attendees were so excited about all aspects of the week, including the sessions, quality of attendees, size of the event and more. You certainly provided us strong opportunities to meet with customers and prospects, and provided exceptional content that gives us much to think about in coming months.”

– Randy Turner, Director, Marketing Communications, Walker & Associates
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### CHARGING LOCKER CUBE
What a way to catch the eyes of all attendees. Keep everyone connected to the outside world by providing them with this branded phone-charging locker cube. People will be thanking you throughout the entire conference.

<table>
<thead>
<tr>
<th>Cost</th>
<th></th>
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<tbody>
<tr>
<td>Charging Station</td>
<td>$8,500</td>
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### COLORFUL BADGE HOLDERS/LANYARDS
Be front and center. Attendees see your branding from point of registration, through the entire event, as participants wear your logo-imprinted badge holder.

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<tr>
<th>Cost</th>
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<tbody>
<tr>
<td>Badge Holders</td>
<td>$9,500</td>
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### BRANDED NOTEPADS
Talk about branding your company. What a way to get your company’s name in front of everyone. This is a note pad that would be placed in each session for attendees to utilize for notes.

<table>
<thead>
<tr>
<th>Cost</th>
<th></th>
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<tbody>
<tr>
<td>Notepads</td>
<td>$9,500</td>
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</tbody>
</table>

### LUGGAGE HANDLE WRAP/IDENTIFIER
Your brand a prime visual. These polycanvas handle wrap/identifiers are always in high demand at events. The secure Velcro wrap withstands the bumpiest of flights, and is a quick glance identifier for attendees. Used during and well after the event.

<table>
<thead>
<tr>
<th>Cost</th>
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<tbody>
<tr>
<td>Luggage Wrap</td>
<td>$4,500</td>
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### SPORTS WATER BOTTLE
Personalize with your brand. Everyone appreciates getting water bottles. This BPA-free bottle will go over well with each attendee and will be used well after the event. A highly demanded amenity.

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<tr>
<th>Cost</th>
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<tr>
<td>Water Bottles</td>
<td>$4,500</td>
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EXHIBITING

Exhibitor Pricing, Terms and Conditions
Review the floor plan and select your 1st, 2nd and 3rd option booth spaces. Any questions, or to receive the contract, please contact Irene Prescott at irene@bbcmag.com, or call 505-867-3299.

Exhibit Fees, Terms and Conditions
The booth rental fee is:
- $4,100 per 10’x10’ standard booth
- $5,500 per 10’x10’ premium booth
- $1,850 per tabletop
- Other non-standard booths are tied to Title Sponsorships

A 50% non-refundable deposit of the total amount is due upon application. The remaining 50% is due June 30, 2021. Payment in full is required for all applications filed after June 30, 2021.

EXHIBITOR FLOOR PLAN

- Reserved for Gold or Major Sponsor
- Reserved for Silver Sponsor
- Open to any vendor as Premium Space
- Available Booth
- Tabletops
- Food and Refreshments
- Main Entrances
- Marriott Marquis
- Houston, Texas

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